Q&A with Rob Reynolds, CEO of EdBooks, LLC revolutionizing Textbook Publishing with the First Truly Scalable and Sustainable Models for Creating High Quality Affordable Learning Solutions

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Interview conducted by:
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CEOCFO: *Mr. Reynolds, according to your site, EdBooks LLC is revolutionizing textbook publishing. How so?*
Mr. Reynolds: We are revolutionizing textbook publishing two ways. First, we are innovating publishing by building the first truly scalable and sustainable models for creating high quality affordable learning solutions. Traditional publishers have developed great models for producing content at scale, but that model and its associated processes have not translated to affordable pricing. At EdBooks we began by asking, "What is affordable?" Our answer is that affordable means "under twenty dollars." With that answer as a starting point, we began designing processes that would allow us to create high-quality, flexible content, the equivalent of a modern textbook or course, that could be sold for under twenty dollars but still deliver adequate profit margin. This approach allowed us to build a publishing model for affordable content that was both scalable and sustainable.

Beyond the publishing processes that support this model, we are also innovating the industry through content design. Traditional learning products are built as stand alone, siloed constructs. They are linear and static. In contrast, EdBooks uses a design model called Stackable Lessons™. This means that we break subjects down into their constituent concepts and then create carefully templated lessons around each contempt. Each lesson is design build highly designed as self-contained, stand-alone learning objects that can be stacked, like Legos™, to create a product.

CEOCFO: *Would you explain how Stackable Lessons™ work?*
Mr. Reynolds: Stackable Lessons™ are really a different way of approaching the designing and building learning content. We begin by focusing on a particular course within a subject domain. Next, our content team creates an information taxonomy in which the subject area is broken down into a hierarchical tree of connected concepts. Once we have identified the key concepts for the course, we build self-contained, stand-alone lessons for each one. We achieve this by applying a common learning design model and content template to each.

This strategy has a couple of advantages. First, our Stackable Lessons™ model allows our individual lessons to be recombined or reordered, like Legos™, to create very flexible products. For example, while I may have an Economics course with 90 lessons and an American Government course with 90 lessons, I know I will want to teach some concepts, such as Political Economy, in both courses. Using our Stackable Lessons™ model, I can take that Political Economy lesson developed for my Economics course and place it within American Government without having to rewrite or re-work anything. This gives us an incredible efficiency and advantage with regards to design and production. The Stackable Lessons™ model also affords us a great deal of cost efficiency in the content authoring process. Since each lesson